Missouri Office of Geospatial Information Communications Plan

Version 1.0

Office of Geospatial Information (OGI)
Information Technology Services Division

Office of Administration
State of Missouri

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Document History

Version #	Date	Description	Responsible Party
1.0	September 2011	First Adoption	OGI

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Executive Summary

The Missouri Office of Geospatial Information (OGI) will embrace a leadership role on behalf of Missouri, and to some degree, the national geospatial community to promote the significance and value of geospatial information and the networks required to collaborate and share this data effectively. The OGI communications strategy will focus on the benefits of intergovernmental and public/private collaboration to enhance decision-making, leverage resources, minimize redundancies and strive to develop approaches to share geospatial data and information. As leaders in the effort to build a Missouri geospatial infrastructure, our approach will identify the community and acknowledge best practices and successful partnerships, as well as encourage shared responsibilities among all stakeholders to achieve our common goal of effectively communicating and assuring discoverability and access to reliable geospatial data across Missouri.

The primary goals of the OGI Communications Plan are to:

1. Communicate the relevance of geospatial data to a wider community and educate those who might benefit from it;
2. Communicate the benefits of collaboration, working together to share data, share information and make information readily available;
3. Increase awareness and understanding of current and planned activities, as well as what resources might be needed;
4. Encourage the sharing of best practices and lessons learned between members of the broader geospatial community; and
5. Work collaboratively to communicate and improve the understanding of the goals, value and benefits of OGI, Missouri Spatial Data Information Service (MSDIS), and Missouri GIS Advisory Council (MGISAC) for key decision makers.

Mission Statement

The Office of Geospatial Information provides coordination, guidance, and leadership, and plans the implementation of Missouri's statewide geospatial information technology. The office identifies, coordinates, and guides strategic investments in geospatial information technology, data, and service systems to ensure effective implementation and use of geospatial information by state government, local government, and the public as an enterprise resource to maximize benefits for Missourians.

Vision Statement

The Office of Geospatial Information will provide effective geospatial resources to state agencies, local governments, and other stakeholders to benefit and serve the citizens, the environment, and the economy of Missouri.

Key Messages

- The Missouri Office of Geospatial Information is helping the state make strategic decisions about the use of GIS.
- Utilizing GIS can result in more effective solutions for a lower cost.
- Data standards and data documentation are critical to ensure maximum benefits from investments in GIS data.
- GIS partnerships are most productive when they recognize the needs and resources of all levels of government: state, federal, and local.
- With communication and planning, data developed in a single entity can serve the needs of those across state government, as well as those in other levels of government.

Target Audiences

Target Audiences	Interests
National Organizations: National States Geogrpahic Information Council (NSGIC)	Cooperative efforts between federal, state, regional, or local partners. Efforts to promote use of geospatial technology on the state level. Challenges (financial, legislative, etc.) facing states. Data development activities. Success stories.
Regional Organizations: MAGIC (Mid-America GIS Consortium)	Opportunities to partner on a regional level. Sharing of knowledge, expertise, and training. Data sharing and development on a state and regional level. Funding opportunities.
Federal Agencies: USGS (U.S. Geological Survey); NRCS (Natural Resources Conservation Service),	Opportunities to partner on state, regional, and local levels for data development, sharing, and training. How can data and products be improved or developed to meet the needs of the user? Future needs of users.
State Associations: MO Mappers Assoc., MO Society of Professional Surveyors	Data development and sharing. GIS standards (as they relate to data quality and development). Opportunities for sharing of knowledge, expertise, and training. Funding opportunities.
MGISAC (MO GIS Advisory Council)	Opportunities to partner on the federal, state, regional, and local level. Data development and sharing. Sharing of knowledge and training. Challenges (fiscal, legislative, etc.). Development of GIS standards.
SAG (internal state GIS group)	Opportunities to partner on the state level. Data development and sharing. Sharing of knowledge and

	training. Challenges (fiscal, legislative, etc.). Development of GIS standards.
Other organizations representing local government	Data development and sharing. Sharing of knowledge, expertise, and training. How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data.
Local Government Officials	Data development and sharing. Opportunities to partner with federal, state, and other partners. How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data. Funding opportunities. Providing answers to their constituents through the use of geospatial technologies. Using geospatial technologies to assist in development of policy. Sharing of knowledge, expertise, and training.
Information Technology Services Division (ITSD) - Management	Data development and sharing. How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data. Development of GIS standards. Sharing of knowledge, expertise, and training. Opportunities to partner on the Federal, state, regional, and local levels. Funding opportunities.
IT Directors (State and local)	Data development and sharing. How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data. Opportunities to partner on the Federal, state, regional, and local level. Sharing of knowledge, expertise, and training. Funding opportunities.
Other IT Professionals	Sharing of knowledge, expertise, and training. How to improve information delivery and reduce costs through the use of GIS.
Governor	How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data. Opportunities to partner on the federal, state, regional and local level. Funding opportunities. Using geospatial technologies to assist in development of policy.

Legislature	Sharing of knowledge, expertise, and training. How to improve information delivery and reduce costs through the use of GIS. Timeliness and quality of geospatial data. Providing answers to their constituents through the use of geospatial technologies. Using geospatial technologies to assist in development of policy.
State Agencies	Sharing of knowledge, expertise, and training. How to improve information delivery and reduce costs through the use of GIS. Data development and sharing. Funding opportunities.
SEMA and Homeland Security/other Emergency Management Community	Sharing of knowledge, expertise, and training. Data development and sharing. Opportunities to partner on the federal, state, regional, and local level. Timeliness and quality of geospatial data. Funding opportunities.
General public	Timeliness and quality of geospatial data. Ability to find answers to questions through the use of geospatial technology. Basic training on how to use geospatial technologies.
K-12	Sharing of knowledge, expertise, and training. Funding opportunities to expand training.
Post-secondary: 2 and 4 year institutions	Sharing of knowledge, expertise, and training. Funding opportunities to expand training. Data development and sharing.

Strategies and Tactics

Strategies and Tactics	Description/Medium	Target Audience	Partner(s)/Resources	Timeline	Prepared/Delivered By	Potential Challenges	Est. Budget	Metric/Target Goals
Annual Report	Summary of last year's accomplishments and planned activities for the coming year.	All target audiences	MGISAC; SAG; ITSD Web Support, OGI staff	Annually	Director-GIS	If published electronically, may not reach those without computer access; time constraints on those preparing the materials and assembling the report.	40 man-hours	One report published annually.
OGI Web site	Gateway for the discovery, acquisition, use, and management of geographic data, information, and GIS services.	All target audiences	MGISAC; SAG; State Associations; Regional Organizations; National Organizations; Federal Agencies; SEMA/Homeland Security; ITSD Web Support; and OGI Staff	As needed	OGI staff (a defined role in OGI Office Plan.)	Need to monitor and keep information fresh; obtaining materials on a timely basis; other priorities that affect the ability of ITSD Web Support to publish materials on a timely basis.	2 man-hour/month	Two hundred page views a month; One hundred unique page views a month; Bounce rate of less than 40%.
Social Media	Provides a medium for many constituents in the younger age ranges via Facebook, Twitter, and blogs.	All target audiences	MGISAC; SAG; State Associations; Regional Organizations; National Organizations; Federal Agencies; SEMA/Homeland Security; ITSD Web Support; and OGI Staff	As needed	OGI Staff; OGI Partners	Need to monitor and keep information fresh; obtaining materials on a timely basis; users are quick to change from one social media to another; changes in state policy towards the use of social media.	1 man-hour a week to monitor, update, and respond.	50 Facebook "Likes" added annually ; 15 messages tweeted annually; 20 Twitter followers added annually.
MGISAC email	List of individuals interested in Council discussions.	MGISAC members	MGISAC group list	Periodically	MGISAC members	Misses those individuals who are not subscribers.	1 man-hour/month	Write four emails annually.
MGISAC Meeting Updates	Monthly meeting of federal, state, local, post-secondary, and private industry representatives involved in GIS. Representatives from OGI are asked to present an update on activities.	MGISAC members and other attendees.	MGISAC; OGI Staff	Monthly	Director-GIS/GIO	Doesn't reach those targeted audiences outside of the GIS industry; while meetings are open to those interested, they are held during work hours, thus limiting those that can attend.	3 man-hours per month for Director attendance	Twelve updates presented annually.
Articles in newsletters, journals, and other publications.	Articles related to GIS and the activities of OGI.	All target audiences	MGISAC; SAG; State Associations; Regional Organizations; National Organizations; Federal Agencies; post-secondary; K-12; SEMA/Homeland Security; Private Industry.	Periodically	OGI staff; OGI Partners	Time needed to write and submit articles; finding the appropriate publications to reach target audiences.	20 man-hours per article.	Four articles published annually.
OGI Strategic Plan	Provides a coherent, strategic vision for the state. One that matches the administration's vision. Current plan is available on the OGI web site.	All target audiences	Mo CIO; MGISAC; SAG	Revisited yearly. Periodic updates as needed.	Director-GIS; OGI Staff	Fiscal and policy considerations affecting proposed initiatives; State's vision for geospatial does not necessarily match local government's vision.	4-6 man-hours annually for review/updates	Strategic plan updated annually.

SharePoint (internal)	For internal staff to provide project updates, relay other internal staffing information, share project documentation and materials, and information on best practices.	OGI staff	ITSD SharePoint staff	Daily or as needed.	OGI staff	OGI currently does not have a SharePoint site; training staff to use SharePoint; changes in SharePoint technology that necessitates additional training;	40 man-hours to set up initial SharePoint site. 2 man-hours a week to maintain	Development of an OGI SharePoint site by December 2012.
Surveys	Input for services, needed services, feedback.	All target audiences	ITSD Web Support;	Periodically target different audiences	OGI staff	Time to develop and review responses; online surveys will not capture those with lack of internet access; Targeting the correct audience with questions.	20 man-hours per survey to create and review responses.	Each survey will have a 40% response rate from its target audience.
GIS Day	World-wide events that show cases GIS activities and projects. Its purpose is to show how GIS makes a difference in society.	While all of the target audience will benefit from GIS Day, OGI will focus primarily on legislators/key staff members and K-12.	MGISAC; SAG; MU-Columbia (Geography)	Annually	OGI Staff, OGI Partners	Staff time to organize; securing facilities to host GIS Day; finding staff or partners willing to showcase projects.	80 man-hours to organize; prepare presentations and displays.	A total of 100 recorded visitors to GIS Day activities.
ITAB (Information Technology Advisory Board)	Provide an oral report as part of the standard reports on the ITAB agenda.	IT Directors; ITSD management; other IT professionals.	MGISAC; SAG	Monthly	Director-GIS or designee	Provides access to ITSD liaisons from various consolidated and non-consolidated organizations, but does not provide information directly to GIS interested staff.	2 man-hours/month	Twelve updates presented annually.
On-campus/In-classroom presentations; recruiting	An event that showcases GIS activities and projects. Its purpose is to show how GIS makes a difference in society.	K-12 and post-secondary staff and students.	MGISAC; state colleges/universities	Periodically; recruiting seasons are usually Sept-Oct and Mar-Apr.	OGI staff	Time out of office, preparation time, budgetary constraints that limit travel.	2 man-hours preparation time; travel time and mileage will vary based on event.	Present at four school, colleges, or universities annually.

Workshops, user groups and conferences	These include regional workshops, regional GIS users groups, Missouri GIS Conference, and the Mid-America GIS Symposium. Workshops and conferences provide OGI an opportunity to reach our target audiences and update them on OGI activities, highlight projects, and opportunities to share knowledge and expertise.	National Organizations; Regional Organizations; Federal Agencies; State Associations; MGISAC; SAG; Post-secondary; Local Government Officials.	MGISAC; state colleges/universities; SAG	Conference schedules vary. They are held on an annual and bi-annual basis.	OGI Staff	Time out of office; preparation time; budgetary constraints that limit travel; low attendance at the workshop, user group, or conference.	Conference and workshop registration fees vary from $250-$300. Some conferences and workshops wave registration fees for presenters. Costs for meals, mileage, and lodging will depend upon the conference or workshop attended. Costs for preparation time.	Attend one workshop, user group or conference annually.
Geospatial Directory	Centralized location of contact information for out-state Missouri GIS contacts.	National Organizations; Regional Organizations; Federal Agencies; State Associations; MGISAC; SAG; Post-Secondary.	MGISAC	Updated annually	MGISAC	Time to compile, might not be comprehensive, time needed to keep current.	Would be compiled by MGISAC.	Directory developed by December 2012.
Training Opportunities	Provide web or classroom based training and online training modules (for self-training).	OGI staff; K-12; Post-secondary; State Agencies; IT Professional; Local Government Officials	ESRI; MOTEC; MGISAC; State colleges/universities	As needed	ESRI, OGI Staff, other partners	Budgetary constraints limit training opportunities; time to develop trainings; time to conduct trainings.	Man hours to develop and conduct trainings would vary based on type of training and participation by partners.	Provide two training opportunities annually; develop two online training modules by December 2012.
Webinars	Web-based presentations that provide up a forum for OGI to reach our target audiences and update them on OGI activities highlight projects, and opportunities to share knowledge and expertise.	All target audiences	MGISAC; SAG; State colleges/universities	As needed	OGI Staff	Budgetary constraints limiting ability to sponsor Webinars; time to develop presentations; time to present.	Man hours to develop and conduct Webinars would vary based on type of presentation and participation by partners.	Sponsor two Webinars annually.